

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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Next Issue of Letter Will Be Convention Issue

This issue of the INFORMATION LETTER is the last before the 1956 Convention in Atlantic City. The next scheduled issue will be the Convention Issue, which will be published as soon as possible after adjournment of the Convention.

The Convention Issue will be a complete record of proceedings, with texts of addresses made at the program sessions and reports on principal Convention events.

It is suggested that canners interested in receiving copies of the papers presented at the various sessions withhold their requests until after receipt of the Convention Issue. At that time, separate reprints of most of the papers will be available.

Hudson Urges More Research on New Canning Methods

Scientific research has brought the nation's giant canning industry to the threshold of revolutionary and beneficial developments in the sterilization and preservation of foods. This was the keynote of the message brought to the annual meeting of the Northwest Canners Association, January 5, in Portland, Ore., by William U. Hudson, N.C.A. Vice President.

Mr. Hudson also paid tribute to the services being performed for the canning industry by the Consumer and Trade Relations program, as he outlined the major frontiers still existing for the industry.

"Basically the canning industry is still practicing its art in much the same way that Nicolas Appert practiced it some 159 years ago—the technique of putting foods in hermetically sealed containers and cooking them in a retort. In view of the tremendous advancements that have been made in the fields of chemistry and physics and the thousands of applications of this new knowledge that have been carried out, I cannot help but wonder

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N.C.A. Convention Program

The pressing problems of the day in the canning industry dictate the booking of speakers and subjects for the 49th Annual Convention of the N.C.A. at Atlantic City January 19 to 21, as is indicated in the program detail previously published. This applies to a Conference for the Women Food Editors and a retail merchandising panel session which fulfill the two major purposes of the current Consumer and Trade Relations program of N.C.A.; to the Opening General Session which will be devoted to the Association's recognition of the 50th anniversary of the Food and Drugs Act and will show how this canning industry-supported measure has benefited both consumer and industry alike; to the special Farm Problem session which closes the Convention on Saturday afternoon and which, with Secretary of Agriculture Ezra Taft Benson as key speaker, will bring before Convention delegates one of the key problems in today's food economy.

And interspersed with the sessions already mentioned will be programs dealing with today's and tomorrow's canning technology, raw products research, fish products merchandising problems, and other items. Taking up the various program attractions in chronological order, the balance of this article will highlight these offerings and furnish some last-minute detail not previously reported in the INFORMATION LETTER.

CONFERENCE FOR FOOD EDITORS

N.C.A. has invited 75 leading food editors of national magazines, leading newspapers, and press syndicates

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N.C.A. Convention Exhibit of Canned Foods in A-Test

Color slides demonstrating the performance of canned foods under conditions of an atomic blast will be featured in periodical showings at Booth 9, Juice Avenue, Convention Hall, by the N.C.A. during The Canners' Show exhibit, January 18-21.

The slide presentation, given at several of the state meetings during the fall, has been re-edited and revised so as to achieve more action. A professional sound track has been created, and synchronization and automatic operation are provided by the courtesy of the U. S. Army Exhibit Unit.

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Exhibit of Instruments Used in Food Processing

As part of the N.C.A.'s official observance of the 50th anniversary of the Food and Drugs Act, scientific instruments used in modern, painstaking preparation of canned foods will be on display in a special N.C.A. exhibit at the Association's Information Booth in the lobby of the Traymore during the 1956 Convention, from Wednesday, January 18, through Saturday, January 21.

The exhibit will emphasize the contrast between the very few, crude instruments in use prior to passage of the Food and Drugs Act of 1906 and the many scientific instruments now in use throughout the industry.

Some of the instruments were developed especially with reference to the standards of quality developed under the Federal Food, Drug, and Cosmetic Act.

Placards will describe the purpose of each of the instruments.

1955 Annual Index

The 1955 annual index of the INFORMATION LETTER covering all issues from January 8 (No. 1520) through December 29 (No. 1568) is enclosed with this issue of the LETTER.

Status of Legislation

The 84th Congress opened its second session on January 3, and after brief meetings recessed until January 5 when the President's State of the Union message was read. The majority of the committees will hold executive meetings next week at which time they will outline their calendars. Following is a status report of legislation introduced during the first session and still subject to consideration this year.

Customs simplification—H. R. 6040, to revise the method by which the value of imported merchandise is determined for customs evaluation, was passed by the House and is pending before the Senate Finance Committee.

FDA chemical additives—A number of bills to regulate the use of chemical additives in foods are pending before the House Interstate Commerce Committee.

FDA imitation food—H. R. 3692, to prohibit the interstate marketing of any "imitation" of a standardized food product, even though the imitation product is plainly labeled as such, is pending before the House Interstate Commerce Committee.

FDA codification—H. R. 6991, to revise, codify, and enact into law Title 21 of the U. S. Code entitled "Food, Drugs, and Cosmetics," was passed by the House and is pending before the Senate Judiciary Committee.

Gasoline tax—A number of bills proposing refunds of federal tax paid on gasoline for farm use are pending before the House Ways and Means Committee.

Organization for trade cooperation—H. R. 5550, authorizing U. S. participation in the OTC which is intended to provide permanent arrangements for the administration of GATT, is pending before the House Ways and Means Committee.

Price supports—H. R. 12, to restore price supports of basic commodities to 90 percent of parity, was passed by the House, and is pending before the Senate Agriculture Committee.

Statehood—H. R. 2535, to provide statehood for Alaska and Hawaii, was recommended to the House Interior and Insular Affairs Committee.

Sugar act—H. R. 7030, to amend and extend the Sugar Act of 1948, was passed by the House and is pending before the Senate Finance Committee.

Tax amortization—The House Ways and Means Committee approved a bill designed to encourage the prevention of water pollution by allowing the cost of treatment works for abatement of stream pollution to be amortized over a five-year period.

Trip-leasing—S. 898, to prohibit ICC regulation of the duration of motor carrier leases, was reported by the Senate Interstate Commerce Committee and is on the Senate calendar.

Water pollution—S. 890, which would provide for continuing the activities of the U. S. Public Health Service initiated under the Water Pollution Control Act of 1948, was passed by the Senate and reported favorably by the House Public Works Committee.

84th Congress Reconvenes; State of the Union Message

President Eisenhower on January 5 sent to Congress his annual State of the Union Message. The President's recommendations with respect to the farm problem and wage-hour extension are quoted below.

FARM PROBLEM

"In a few days, by special message, I shall lay before the Congress my detailed recommendations for new steps that should be taken promptly to speed the transition in agriculture and thus assist our farmers to achieve their fair share of the national income.

"Basic to this problem will be a new attack on the surplus problem—for even the best-conceived farm program cannot work under the multi-billion dollar weight of accumulated stocks.

"I shall urge authorization of a soil bank program to alleviate the problem of diverted acres and an over-expanded agricultural plant. This will include an acreage reserve to reduce current and accumulated surpluses of crops in most serious difficulty, and a conservation reserve to achieve other needed adjustments in the use of agricultural resources. I shall urge measures to strengthen our surplus disposal activities.

"I shall propose measures to strengthen individual commodity programs, to remove controls where possible, to reduce carry-overs, and to stop further accumulations of surpluses. I shall ask the Congress to provide substantial new funds for an expanded drive on the research front, to develop new markets, new crops, and new uses. The Rural Development Program to better the lot of low-income farm families deserves full Congressional support. The Great Plains Program must go forward vigorously. Advances on these and other fronts will pull down the price-depressing surpluses and raise farm income."

WAGE-HOUR

"We must also carry forward the job of improving the wage-hour law. Last year I requested the Congress to broaden the coverage of the minimum wage. I repeat that recommendation and I pledge the full resources of the Executive Branch to assist the Congress in finding ways to attain this

goal. Moreover, as requested last year, legislation should be passed to clarify and strengthen the eight-hour laws for the benefit of workers who are subject to federal wage standards on federal and federally-assisted construction and other public works."

The President also urged Congressional approval of U. S. membership in the Organization for Trade Cooperation, and further simplification and improvement of customs legislation. He further indicated that it will be necessary to continue all present excise and corporation taxes at their present rates for another year.

The President also urged that Hawaii be granted statehood during this session and he indicated his desire for progress toward Alaskan statehood.

Northwest Cannery Meeting

(Concluded from page 1)

how much longer our industry is going to be putting food in a container and cooking it in a retort as its only or major means of sterilization," stated Mr. Hudson.

In emphasizing and underlining the need for alert forward-looking research programs within the N.C.A., Mr. Hudson outlined what he considered some of the major advances in canning techniques that may be realizable in the immediate future. Among these are the further improvement of aseptic canning methods, sterilization by the addition of antibiotics, cold sterilization by means of ionizing radiations from fissionable materials, as well as the extension of time that fresh foods can be maintained in the fresh state. Each of these possibilities, he emphasized, presents its own special set of problems. "But the fact that these problems exist does not make the goals inherent within them any less realizable. Rather, they tend to point to the need for keeping fully informed and fully abreast of such developments so that the industry may have sound grounds on which to base its planning for the future."

Mr. Hudson pointed out that the N.C.A. Research Laboratories represent probably the one and only organization that is in a position to take the lead in keeping the industry abreast of these developments; and concluded by saying: "Our neglecting to keep abreast of these evolutions and contributing to their advancement will not stop their progress. It will simply mean that other, more far-sighted people will see the opportunities and grasp them—and we may not be a part of the new era in food preservation."

Using Your Bankers' Services

Small business owners should look to their commercial bankers as sources of valuable management help as well as credit sources, according to a new leaflet issued by the Small Business Administration.

The leaflet was written for the SBA by the vice president of the Peoples First National Bank and Trust Co. of Pittsburgh. It points out that in addition to such well-known activities as money-lending, banks may offer some or all of the following advisory services: financial management assistance, trust information, help in finding and placing management personnel, guidance on credit policies, aid with recordkeeping and reporting, and analyses of current and future business conditions.

Entitled *Using Your Bankers' Advisory Services*, the leaflet is No. 68 in the SBA series of management aids and may be obtained at all SBA field offices.

McCall's Magazine

The big food feature in the January issue of *McCall's* magazine, entitled "A Casserole Plus Dessert Equal a Meal," pictures a dazzling display of inviting foods ready to serve, and most of them are made from canned foods.

Helen McCully, food editor, writes, "McCall's cuts cooking to a minimum using wonderful prepared, precooked and ready-to-eat foods in twenty-two delicious casseroles and desserts. Not only easy and quick to do, they're absolutely foolproof."

The five-page article opens with a double-page spread of full color photographs showing the food ready to serve. Most of two additional pages of the articles are likewise illustrated in color. All but three of the 22 recipes given use canned foods. The recipes are anything but run-of-the-mill. They are practical, but emphasis has been given to making them mouth watering in appeal as is stated in the introduction, "Choose any casserole, any dessert on this or on the following pages and you'll have as tasty a menu as taste bud could wish for."

In all there are 32 uses of canned foods, including corned beef, spiced pork, chicken, roast beef, sardines, tuna, salmon, Welsh rarebit, tomato sauce, chili sauce, mushrooms, mushroom soup, green beans, bean sprouts, tomatoes, pimiento, peas, corn, tomato soup, ripe olives, plums, grape juice, pears, pineapple, fruit cocktail, cranberry sauce, and canned milk.

Charm Magazine Series Spotlights Canned Foods

The theme of the series of food articles currently running in *Charm* magazine emphasizes the advantages of today's good quality convenience foods. Both the December and January articles by Charlotte Adams, food editor, feature many canned foods, and bring out their glamour features as well as other advantages.

The December issue, "Holiday Parties In No Time Flat" began, "'Merry Christmas' and 'Happy New Year' mean parties to most of us—parties for the family, for the young, the old, for everybody. Women who work can give the best parties ever if we plan them for the brisk execution which is a necessary part of all our kitchen operations." The ten interesting party menus with the accompanying suggestions for purchasing and preparing the food were made up of canned, frozen, and packaged foods.

In the January article entitled "Meals In Minutes" Mrs. Adams compares yesteryear's kitchen work with today's. She emphasizes the convenience of a number of classifications of food. Each carries a photograph showing the packages, cans and jars of food. The illustration of vegetables will serve as an example of the way each classification of food was treated. Stated at the side of the photograph of vegetables was the following:

VEGETABLES

Yesterday

To prepare and cook beets for instance: 50 minutes to 1 hour

Today

To open a can, heat, and serve: 5 minutes

The feature begins, "Happily for us, this past century has seen such dramatic changes in the preparation of meals that long hours of cooking are now telescoped into a few productive minutes. New developments constantly slice off time and add variety and goodness to our menus. Most encouraging is the realization that this is only the beginning."

Pointed out in the article are the facts that canned foods are constantly being improved in appearance and flavor through experimentation; that, because of research, cooking failures are almost impossible when using canned foods, if directions are followed; and that the processed foods of today are nutritious.

Sections subtitled fish, juices, pies, hors d'oeuvres, vegetables, soups,

fruits, and meats tell of the convenience of canned products, and mention some of the new ones available today.

Mrs. Adams is very anxious to be kept up to date on all new and unusual products of the industry. Her address is Mrs. Charlotte Adams, Food Editor, *Charm* Magazine, 575 Madison Avenue, New York 22, N. Y.

American Home Magazine

Recipes featuring canned tomatoes have the spotlight in an *American Home* magazine article in January.

"Take A Can of Tomatoes" by June Towne, food director, begins, "If there's a can of tomatoes on your pantry shelf, you have a meal within reach. And a culinary mainstay that doesn't have to be restricted to stews and vegetable soup. That can of tomatoes has the genius of a short cut. It liberates the busy housewife, the working girl, or the harried but hungry bachelor from long-time meal preparation and last-minute shopping."

The five dishes, prepared according to the recipes given in the article, are shown in handsome color photographs. *American Home's* recipes are set up so that they may be clipped and put on file cards.

Radio, Newspaper Releases

Recent radio and newspaper releases, issued as part of the continuing N.C.A. Consumer and Trade Relations program, are as follows:

December 8—Item on foods available only in cans or jars, to 178 broadcasters on the Kitchen-Air series, alternate weekly service going into women's programs in 47 states, with estimated listening audience of 12 million.

December 14—The reasons for and the convenience factors of different container sizes for different canned foods, to 179 broadcasters on the *Timely Talks*, weekly series, used regularly on women's programs in 47 states, with listening audience of 11 million.

December 20—The menu variety canned foods offer, to 81 broadcasters on the weekly *Scriptease* series, having an estimated listening audience of 4 million.

November 22—The protective factors of the heat process for foods, to the same *Scriptease* list of stations.

December—Casserole possibilities from canned foods, to 297 newspapers using monthly *Extra Helpings* column of shorts and fillers, representing a combined circulation of 22 million.

Schedule of Principal Events of the 1956 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

MONDAY, JANUARY 16

- 9:30 a.m.—Business Meeting (morning session) of National Food Brokers Association, Grand Ballroom, Convention Hall
- 2 p.m.—Business Meeting (afternoon session) of National Food Brokers Association, Grand Ballroom, Convention Hall

WEDNESDAY, JANUARY 18

- 10:00 a.m.—Meeting of Board of Directors, Associated Independent Cannerymen, Inc., Chippendale Room, Hotel Traymore
- 12 m-5:30 p.m.—The Cannerymen's Show, Convention Hall
- 2:30 p.m.—Meeting of Board of Directors, Canning Machinery and Supplies Association, Room 10, Convention Hall
- 4:15 p.m.—Annual Meeting of The Forty Niners, Board Room, Claridge Hotel
- 5 p.m.—Drawings for attendance awards, The Cannerymen's Show, Convention Hall
- 5:15 p.m.—Presentation of Third Annual Service Award, The Forty Niners, Board Room, Claridge Hotel
- 6 p.m.—Reception for The Forty Niners, Solarium, Claridge Hotel
- 6:30 p.m.—Dinner Meeting of N.C.A. Procurement Committee, Mandarin Room, Hotel Traymore
- 7 p.m.—Meeting of N.C.A. Resolutions Committee, Chippendale Room, Hotel Traymore
- 7:30 p.m.—Past Presidents Dinner, Canning Machinery and Supplies Association, West Room, Claridge Hotel

THURSDAY, JANUARY 19

- 9 a.m.—Meeting of N.C.A. Processing Subcommittee on Foods in Metal Containers, Chippendale Room, Hotel Traymore
- 9:30 a.m.—5:30 p.m.—The Cannerymen's Show, Convention Hall
- 9:30 a.m.—Meeting of N.C.A. Administrative Council, Mirror Room, Shelburne
- 12:30 p.m.—Luncheon Meeting, Young Guard Society Board of Directors, Club Room, Hotel Traymore
- 12:30 p.m.—Luncheon, N.C.A. Board of Directors, Grand Ballroom, Shelburne
- 2 p.m.—Meeting of N.C.A. Board of Directors, Grand Ballroom, Shelburne
- 2 p.m.—N.C.A. Conference for Food Editors, Diamond Ballroom, Shelburne
- 2 p.m.—N.C.A. Canning Problems Conference on Sirups and Siruping Operations, Traymore Room, Hotel Traymore
- 5 p.m.—Drawings for attendance awards, The Cannerymen's Show, Convention Hall
- 6 p.m.—N.C.A. Reception for Food Editors, Club Room, Hotel Traymore
- 6 p.m.—Old Guard Society Cocktail Party and Buffet Supper, Oak Lounge and Grand Ballroom, Shelburne
- 6:30 p.m.—Reception and Dinner for State Secretaries, Belmont Room, Ritz-Carlton
- 6:30 p.m.—Dinner Meeting of N.C.A. Raw Products Committee, Mandarin Room, Hotel Traymore
- 7 p.m.—N.C.A. Dinner for Food Editors, Belvedere Room, Traymore

FRIDAY, JANUARY 20

- 9 a.m.—Meeting of N.C.A. Nominating Committee, Rose Room, Hotel Traymore

- 9 a.m.—Meeting of N.C.A. Raw Products Technical Advisory Committee, Mandarin Room, Hotel Traymore
- 9:30 a.m.—Annual Meeting (first session) of National Preservers Association, St. Denis Room, Hotel Dennis
- 9:30 a.m.—5:30 p.m.—The Cannerymen's Show, Convention Hall
- 10 a.m.—N.C.A. Annual Meeting (Opening General Session), American Room, Hotel Traymore
- 12 m.—Luncheon Meeting of National Red Cherry Institute, Mirror Room, Shelburne
- 12:30 p.m.—Luncheon Meeting of N.C.A. Claims Committee, Pine Room, Hotel Traymore
- 12:30 p.m.—Luncheon Meeting of N.C.A. Consumer Service Committee, Chippendale Room, Hotel Traymore
- 1 p.m.—Meeting of Board of Directors, National Canned Tomato Council, Inc., Rowsley Room, Haddon Hall
- 2 p.m.—N.C.A. Conference on Marketing, Rose Room, Hotel Traymore
- 2 p.m.—N.C.A. and C.M.&S.A. Canning Problems Conference on Instrumentation, Traymore Room, Hotel Traymore
- 2 p.m.—N.C.A. Raw Products Conference on Agricultural Research, Belvedere Room, Hotel Traymore
- 2:30 p.m.—C.M.&S.A. Fashion Show for Ladies, Trimble Hall, Claridge Hotel
- 3 p.m.—Meeting and Dinner of N.C.A. Labeling Committee, Mandarin Room, Hotel Traymore
- 3 p.m.—General Meeting of National Canned Tomato Council, Inc., West Room, Haddon Hall
- 3:30 p.m.—Meeting of N.C.A. Fishery Products Committee, Club Room, Hotel Traymore
- 5 p.m.—Drawings for attendance awards, The Cannerymen's Show, Convention Hall
- 6 p.m.—Dinner Meeting of N.C.A. Statistics Committee, Chippendale Room, Hotel Traymore
- 7 p.m.—Young Guard Banquet and Entertainment, American Room, Hotel Traymore

SATURDAY, JANUARY 21

- 8 a.m.—Breakfast Meeting of N.C.A. Legislative Committee, Club Room, Hotel Traymore
- 9 a.m.—N.C.A. Canning Problems Conference on Materials Handling and Radiation Sterilization, Rose Room, Hotel Traymore
- 9 a.m.—Meeting of N.C.A. Raw Products Technical Advisory Committee, Mandarin Room, Hotel Traymore
- 9 a.m.—Annual Meeting of Canning Machinery and Supplies Association, Room B, Convention Hall
- 9:30 a.m.—5 p.m.—The Cannerymen's Show, Convention Hall
- 9:30 a.m.—Annual Meeting (second session) of National Preservers Association, St. Denis Room, Hotel Dennis
- 2 p.m.—N.C.A. Annual Meeting (Closing General Session), American Room, Hotel Traymore
- 2 p.m.—N.C.A. Fishery Products Conference, Belvedere Room, Hotel Traymore
- 4:30 p.m.—Drawings for attendance awards, The Cannerymen's Show, Convention Hall
- 7:00 p.m.—C.M.&S.A. Dinner Dance, Carolina Room, Chalfonte Hotel

SUNDAY, JANUARY 22

- 9:30 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Mandarin Room, Hotel Traymore

Convention Directory-Program To Be in Atlantic City Hotels

The Convention Directory and Program, which previously have been separate publications, are being combined between the same covers for the convenience of those attending the 1956 Convention.

Copies of the Directory-Program will be distributed to Convention delegates on their arrival at their Atlantic City hotels.

All of the information formerly carried in two separate publications is being combined, enabling delegates of the three sponsor associations and their guests to obtain facts they need for business and social contacts and arrangements, and giving the time and place of the various program events. An index to this data is included.

The Directory lists (1) names of member firms of the N.C.A. and their headquarters rooms, (2) room locations of state, regional, and commodity canners associations, (3) names of member firms of the N.F.B.A. and their hotel locations, and (4) names of member firms of the C.M.&S.A. and their headquarters rooms and the booth locations of exhibitors.

The N.C.A. Information Division supervised production of the Directory-Program.

N.C.A. Convention Program

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to a one-day Food Editors Conference on January 19. Editors who will be included write for a total audience of about 156 million consumers.

The N.C.A. Convention expedition for food editors will leave from New York City and Philadelphia by chartered buses in the early morning hours. Editors will be transported directly to Convention Hall, where they will be given a guided tour through the Canners' Show. The Forty Niners, service organization, will conduct the tour of the exhibit.

The food editors will have lunch with the N.C.A. Board of Directors and in the afternoon will attend a special Convention session at which N.C.A. staff members will bring them up to date on the most recent developments. This session will be presided over by Katherine R. Smith, Director of the N.C.A. Consumer Service Division, and speakers will be Dr. Howard L. Stier, Director of the Division of Statistics; Dr. C. H. Mahoney,

Director of the Raw Products Research Bureau; C. A. Greenleaf, Associate Director of the Washington Research Laboratory; Nelson H. Budd, Director of the Information Division; and Fred C. Heinz, who will greet the editors and summarize the Food Editors Conference.

The food editors will be the guests of the N.C.A. at a reception and at dinner, and will be returned to Philadelphia and New York. Arrangements for the Food Editors Conference have been made jointly by the Consumer Service Division and the staff of Dudley, Anderson & Yutzy.

N.C.A. BOARD MEETING

The Convention meeting of the Board of Directors will be held this year in the Grand Ballroom of the Hotel Shelburne on January 19, starting with luncheon. Chief Counsel H. Thomas Austern will deliver the key address, bringing the Directors up to date on various aspects of the Washington political and economic situation as it affects the canning industry. The guest food editors will attend the luncheon before retiring to their own afternoon program elsewhere in the Shelburne. Various items of Association business, including the financial report, will occupy the Directors' time at their afternoon session at 2 p.m., after the luncheon program.

SESSION ON SIRUPING

The first of three technical sessions conducted by the N.C.A. Research Laboratories also will be held Thursday afternoon, January 19, dealing with sirups and siruping operations, under chairmanship of Dr. Ira I. Somers, Associate Director of the N.C.A. Western Branch Laboratory. Papers will be presented on sugar research and production and various siruping problems by authorities from the canning industry and its laboratories, the container industry and the sugar industry.

FOOD LAW ANNIVERSARY

The Opening General Session of the Convention, Friday morning, January 20, is being given over to N.C.A.'s observance of the 50th anniversary of the passage in 1906 of the original Pure Food Law, as it was then known. With President George B. Morrill, Jr., presiding, the audience will first hear H. N. Riley, member of the Citizens Advisory Committee on the Food and Drug Administration, who will speak on the practical aspects of the law and its administration, from the viewpoint of the canner.

Dr. K. F. Meyer, Director Emeritus of the Hooper Foundation for Medical Research, a veteran and eminent scientist who has witnessed and participated in the evolution of the food law almost from the beginning, will review the situation that led to agitation for the law, the philosophy and practicality of the law, the history of its passage, including canning industry support, its evolution and scientific and industrial development, its total importance in the well-being of the world today.

Governor Robert Meyner of New Jersey has established the week of the N.C.A. Convention as New Jersey's Food Law Week, and will appear on the program to greet the Convention delegates to his home state and read the official state proclamation.

Food and Drug Commissioner George P. Larrick will conclude this session with an address expressing the FDA's acknowledgment of the special observance of this important food date on the Convention program.

The N.C.A. will be the first of many food associations to observe the anniversary. Publicity programs of various sorts will be carried out by different groups throughout the anniversary year.

RAW PRODUCTS CONFERENCE

Agricultural research is to be the keynote of a special session Friday afternoon, January 20, conducted by the N.C.A. Raw Products Research Bureau, with Dr. Charles H. Mahoney, Director, presiding. Experts from the U. S. Department of Agriculture will deliver papers covering research of interest to fruit and vegetable canners, USDA's agricultural engineering research programs, and how soil and water conservation research aids plant production.

SESSION ON INSTRUMENTATION

For the second of the technical problems conferences a program has been arranged jointly by the Canning Machinery and Supplies Association and the N.C.A. Research Laboratories, to take place also on Friday afternoon, January 20. With experts from industry reporting, under chairmanship of William J. Scarlett, Minneapolis-Honeywell Regulator Co., a wide variety of instrumentation problems and developments will be covered.

RETAIL MARKETING SESSION

Five well-known independent retailers will appear on a merchandising panel as part of the Marketing Session scheduled for Friday after-

noon, January 20. Mrs. Marie Kiefer, secretary-manager of the National Association of Retail Grocers, will be moderator of the panel, whose participants will be:

W. H. Crawford, Crawford's Modern Village Stores, Inc., El Monte, Calif.; W. T. Dahl, Dahl's Food Markets, Des Moines, Iowa; Scott Detrick, Scotty's Markets, Louisville, Ky.; Thomas Tarpy, Tarpy's Food Town, Columbus, Ohio; and G. Vander Hooning, Van's, Inc., Holland, Mich.

The panel will discuss the general contributions of canned foods to the retail operation, with such specific subjects as canned foods' contribution toward net profit, canned foods' importance as a traffic and sales builder, the in-store promotion and retail advertising of canned foods, and an estimate of the costs of handling and selling canned foods. Also discussed will be the canner-retailer partnership.

Panel members are doing advance "laboratory testing" in their stores in order to build case histories to present on the panel. One is doing a time-and-motion study on costs of handling canned foods in his store, while another is doing a count-and-recount check of sales from canned food displays.

The panel will be followed by two speakers on the subject of the packers' label. The speakers are A. J. Becker, vice president and food products supervisor of the advertising firm of Foote, Cone and Belding, New York City, and Harry L. Proctor, president of Paul Paver & Associates, Inc., food brokers of Chicago.

FINAL TECHNICAL SESSION

The status and prospects of radiation preservation of foods will be discussed in a feature paper at the final technical session staged by the N.C.A. Laboratories on Saturday morning, January 21. Speaker will be Col. William D. Jackson, Chief of Research and Development, Office of the Quartermaster General. Other portions of this session, which will be conducted under the chairmanship of C. A. Greenleaf, Associate Director of the N.C.A. Washington Research Laboratory, will deal with materials handling in the cannery, with talks by representatives of the container and canning industries.

MERCHANDISING CANNED FISH

The Fishery Products Conference on the same afternoon will feature "How to Move More Canned Fish, to the Family Table, and to the Restaurant Table." Speaking on these sub-

jects will be authorities from the distributing and institutional food trades. Chairman of the session will be Guy V. Graham, Chairman of the N.C.A. Fishery Products Committee.

THE FARM PROGRAM

Highlighting the Closing General Session, Saturday afternoon, January 21, will be the address by Secretary of Agriculture Benson, who comes direct to the Convention from his appearance on the "Salute to Eisenhower" program. The farm problem is at the peak of public and political interest just at this time, and the Secretary's comments will be of great importance and significance.

At the conclusion of his address, he will make an award to William Rockefeller, the 16-year-old youth from Phelps, N. Y. who won the canning crops contest sponsored by the N.C.A. and the National Junior Vegetable Growers Association, and young Rockefeller will address the Convention. This part of the program will find P. K. Shoemaker, Chairman of the Raw Products Committee, in charge. Speeches also will be made by Past President Howard T. Cumming and Vice President William U. Hudson, covering canner-grower relations as to vegetables and fruits for canning, respectively.

Closing the program will be installation of the officers for 1956, elected at the opening session on Friday, and the presentation of Convention resolutions.

For the Saturday afternoon session the Pennsylvania Canners and Tril-States Packers Associations have requested their respective members to bring their employees as part of a day's outing at the Convention, including visits to the C.M. & S.A. Exhibits, and other Convention features.

Canned Foods in A-Test

(Concluded from page 1)

The N.C.A. booth will include a miniature theater with seats for 40 visitors at a time. Showings will take place every hour on the hour during the exhibit, and a schedule will be posted.

In another part of the booth will be an exhibit of selected photos and captions illustrating salient features of the nuclear tests, made of the canned foods exposure samples before and after the May 5 blast at the Nevada test site. Also displayed will be some of the actual tin and glass

containers, as well as shipping cases used in the experiment.

A third feature will be an exhibit of "Grandma's Pantry"—illustrating a recommended supply for an emergency shelter, including considerable volume of canned foods.

Visitors to the booth will be supplied leaflets explaining the purposes and accomplishments of the tests, along with literature prepared by the Federal Civil Defense Administration and containing advice to the public as to how to be prepared for a potential atomic emergency.

One of the more striking features of the booth will be a giant color transparency of the atomic mushroom, loaned for the purpose by the Army Exhibit Unit. Preparation of all features of the exhibit is a joint project of the Research Laboratories, Information Division, and Mail and Duplicating Section of the N.C.A.

New, Large Winesap Apple

A rare variation of the Winesap apple tree—a tetraploid plant with double the normal number of chromosomes, tending to produce extra large apples—has been developed by plant breeders of the U. S. Department of Agriculture.

According to scientists at Beltsville, Md., this unusual tree will provide new breeding stock that may help growers to produce large apples having the high quality and disease resistance of the Winesap.

The experiment is the latest of five instances with apples—McIntosh, Delicious, Ontario, Wrixparent, and now Winesap—in which tetraploidy, found to occur naturally in limited parts of the plant, was developed into whole shoots and trees.

Pesticide Inventories

Carryover stocks of major pesticidal materials in the hands of manufacturers September 30, 1955, were 9 percent smaller than on the same date in 1954 and 29 percent less than in 1953, according to the U. S. Department of Agriculture.

Approximately 45 percent of the 1955 stocks represented pesticidal dilutions or formulations, as compared with 37 percent of 1954 stocks.

USDA emphasized that over-all stocks of pesticide materials are adequate despite the decrease in manufacturers' stocks. In most instances, it was said, the reductions represented efforts on the part of the industry to bring stocks to more manageable proportions.

USDA Reports on Study of Marketing Costs for Food

In line with his December 11 statement of concern covering rising food marketing costs, Secretary of Agriculture Benson on December 30 released a special USDA report, "Marketing Costs for Food." The report summarizes recent trends in food marketing costs and in the distribution of the consumer's food dollar.

Secretary Benson noted that the spread between farm and retail prices of food has increased 83 percent since 1945. This, the report says, has been a primary factor in the decline in the farmer's share of the consumer's retail food dollar from a record high of 53 percent in 1945 to an average of 41 percent in 1955.

The report says the spread has widened primarily because of the substantial increase in all costs of performing marketing services since 1945. Wage rates are up almost 100 percent over 1945, freight rates and other costs—packaging material, containers, fuel, equipment, rents, etc.—are up about two-thirds. State and local property taxes have increased substantially. Actual labor costs have not increased as fast as wage rates, because output per man-hour has increased, according to the report.

As a percentage of the sales dollar, profits of food marketing firms have shown no marked trend in recent years. The report shows that profits of a group of large food processors, wholesale distributors, and retail food chains have grown substantially since 1945. This increase has been due primarily to the increased volume of food sales handled by these firms.

Citing the report, Secretary Benson said the nation's food marketing bill increased from \$9 billion in 1940 to \$32 billion in 1955. Several factors accounted for the \$23 billion increase. They include:

(1) The 40 percent increase in the volume of food handled accounts for 4 billion dollars of the increase.

(2) The general rise in all prices and costs has roughly doubled the charges for performing marketing operations. This accounts for \$13 billion of the increase.

(3) Payments for marketing services that did not exist in 1940 account for \$6 billion of the increase.

Copies of the report, "Marketing Costs for Food," Miscellaneous Publication No. 708 are available from the Office of Information, USDA, Washington 25, D. C.

Inspection and Certification

Notice is given in the *Federal Register* of December 13 that the Agricultural Marketing Service of USDA is considering the revision of regulations governing the inspection and certification of processed fruits and vegetables and certain other processed food products. The proposed revision would designate official certificates, memoranda, and approved identifications.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of November has been reported by the Agricultural Marketing Service of USDA at 196,823 thousand pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, NOVEMBER, 1955

	3 Lbs. Under & over 3 Lbs.	Total
(thousands of pounds)		
Luncheon meat.....	13,630	11,271 24,902
Canned hams.....	24,283	716 24,999
Beef hash.....	420	4,670 5,090
Chili con carne.....	1,031	15,704 16,736
Vienna sausage.....	153	4,637 4,790
Frankfurters and wieners in brine.....	23	341 364
Deviled ham.....		499 499
Other potted and deviled meat products.....		2,825 2,825
Tamales.....	342	3,047 3,389
Sliced, dried beef.....	11	380 391
Chopped beef.....	36	2,135 2,172
Meat stew.....	73	10,655 10,728
Spaghetti meat products	222	6,891 7,113
Tongue (not pickled)...	60	298 358
Vinegar pickled products	1,087	1,473 2,560
Sausage.....		820 820
Hamburger.....	188	2,755 2,943
Soups.....	2,330	50,828 53,158
Sausage in oil.....	352	316 668
Tripe.....		768 768
Brains.....	104	353 357
Loins and picnics.....	2,012	83 2,095
All other products 20% or more meat.....	253	7,455 7,708
All other products less than 20% meat (ex- cept soup).....	411	15,919 16,330
Total all products.....	47,022	144,740 191,762

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 196,823 thousand pounds.

Poultry Used in Canning

The quantity of poultry used in canning and other processed foods during the first 11 months of 1955 totaled 165,272,000 pounds, compared with 163,570,000 pounds used during the same period of 1954, according to a report by the Agricultural Marketing Service of USDA.

1955 Pack of Tomato Juice

The 1955 pack of tomato juice totaled 23,633,931 actual cases compared with the 1954 pack of 23,426,942 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2's, the 1955 pack amounted to 26,911,000 cases compared with the 1954 pack of 27,062,000 cases.

Container Size	1954	1955
(actual cases)		
48/5-6 oz. (202x308)...	2,351,716	2,421,266
48/8 oz. (211x304)....	437,239	733,298
48/211 Cyl. (211x414)...	1,372,111	1,373,642
48/No. 300 (300x407)*...	796,481	581,048
24/No. 303 (303x406)...	10,434	164,901
24/No. (303x500).....	380,660	472,237
24/No. 2 (307x409)....	3,225,906	3,447,116
12/No. 3 Cyl. (404x700)...	13,320,858	13,053,137
6/No. 10 (603x700).....	508,322	468,971
Miscellaneous tin.....	326,723	207,247
Glass.....	706,492	711,668
U. S. Total.....	23,426,942	23,633,931

*Includes some 48/303 (303x406) packed in California. *Consists of 24 to 32 oz. containers.

In order to make the pack totals for 1955 comparable with those for previous years, tomato juice packed in 8 oz. cans are computed on the basis of 48 units per case.

Definition of Small Business

Notice is given in the *Federal Register* of January 5 that the Small Business Administration proposes to adopt regulations establishing standards to be used to determine which business concerns are to be considered "small business concerns" within the meaning of the Small Business Act of 1953, as amended.

For the purpose of government procurement, a small business concern would be one that is non-dominant in its field and employs fewer than 500 employees, and has been certified by SBA.

Meat Grading Regulations

Notice is given in the *Federal Register* of January 7 that the Agricultural Marketing Service of USDA proposes to revise regulations governing the meat grading service.

The regulations would supersede those which have been in effect since April, 1948, with subsequent amendments. Among the proposed changes are higher rates for night, Sunday, and holiday meat grading service. The weekly contract for grading service would be changed to provide for a minimum of 40 hours of grading instead of 34 hours.

Obtaining Operating Capital

Opportunities for small business firms to obtain operating capital by offering securities rather than by borrowing money are explained in a new leaflet issued by the Small Business Administration.

The leaflet was prepared by the Securities and Exchange Commission. It points out that not every sale of a security is subject to the same registration and prospectus requirements, and explains the exemptions to the Securities Act which permit stock issues not involving public offering.

Entitled *How the Securities Act of 1933 Affects Small Business*, the leaflet is No. 65 in the SBA series of management aids and may be obtained at all SBA field offices.

Demand for Meat in South

Per capita consumption of meat in the South is expected to increase about 28 percent by 1975, according to a report by the Agricultural Marketing Service of USDA.

Copies of the report, *Prospective Demand for Meat and Livestock in the South*, Marketing Research Report No. 99, may be obtained from the Marketing Information Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

Forthcoming Meetings

- January 9-10—Canners League of California, Second Annual Conference for Processors' Fieldmen, University of California, Davis
- January 16-18—Michigan Canners and Freezers Association, Canners School, Michigan State College, East Lansing
- January 16-21—National Food Brokers Association, Annual Convention, Atlantic City, N. J.
- January 17-21—NATIONAL CANNERS ASSOCIATION, 49th Annual Convention, Atlantic City, N. J.
- January 19-21—Canning Machinery and Supplies Association, Annual Convention and Exhibit, Atlantic City, N. J.
- January 23-25—Indiana Canners Association, Canners and Fieldmen's School, Purdue University, Lafayette
- Jan. 29-Feb. 1—National Association of Frozen Food Packers, Annual Convention, Waldorf-Astoria, New York City
- February 1-2—Minnesota Canners and Freezers Association, Ninth Annual Canners and Fieldmen's Short Course, Kahler Hotel, Rochester

- February 1-3—Pennsylvania Canners Association, 11th Annual Fieldmen's Conference, Pennsylvania State University, University Park
- February 6-9—Ohio Canners Association, Canners and Fieldmen's Conference (Feb. 6-7) and Processors Conference (Feb. 8-9), Ohio State University, Columbus
- February 7-8—Tri-State Packers Association, Fieldmen's School, University of Delaware, Newark
- February 8-9—Wisconsin Canners Association, Raw Products Conference, University of Wisconsin, Madison
- February 14-15—New York State Canners and Processors Association, Canners School, Agricultural Experiment Station, Geneva
- February 16-17—Ozark Canners Association, 48th Annual Convention, Colonial Hotel, Springfield, Mo.
- February 17-18—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco
- February 21-22—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames
- February 27-28—Canadian Food Processors Association, 9th Annual Convention, Harrison Hot Springs Hotel, Harrison Hot Springs, B. C.

- March 2-3—Virginia Canners Association, 48th Annual Meeting, Hotel Roanoke, Roanoke
- March 6-9—National-American Wholesale Grocers Association, Annual Convention, Palmer House, Chicago
- March 8-9—National Pickle Packers Association, Seminars and Cutting Bee, Sacramento and Davis, Calif.
- March 23-24—Utah Canners Association, Annual Convention, Hotel Utah, Salt Lake City
- March 26-27—Canners League of California, 52d Annual Meeting, Santa Barbara Biltmore, Santa Barbara
- April 6—National Pickle Packers Association, Spring Meeting, Drake Hotel, Chicago
- May 6-9—Super Market Institute, Annual Convention, Cleveland
- June 3-4—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City
- June 10-14—National Association of Retail Grocers, 57th Annual Convention, Shrine Auditorium, Los Angeles
- November 7-9—Wisconsin Canners Association, 52d Annual Convention, Schroeder Hotel, Milwaukee
- November 29-30—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

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